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1. (currently amended) A computer-implemented method for selectively displaying Internet advertisements, comprising the acts of:

allowing a user to choose at least one advertisement channel from an advertisement channel menu presenting plural advertisement channels;

displaying advertisements at least partially based on what channel is selected by the user;

displaying a menu of user definable advertising attributes, wherein the user definable attributes include at least one of: city, zip code, retailers, distance of travel to a retailer, retail only, or wholesale only; and further comprising:

allowing the user to create an advertisement window in which advertisements are displayed.

3. (canceled).

4. (previously presented) The method of Claim 1, further comprising the act of:
allowing the user to establish the values of the user definable attributes.

5-7. (canceled).

8. (previously presented) The method of Claim 1, further comprising the act of:
displaying at least one advertisement corresponding to a user selected advertisement channel.

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9. (previously presented) The method of Claim 1, wherein the advertisement channel menu includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, an art supplies advertisement channel.

10. (original) The method of Claim 1, wherein the advertisements are displayed at a device that receives Internet content and television broadcast content.

11-31. (canceled).

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